

Int. Cls.: 25 and 41

Prior U.S. Cls.: 22, 39, 100, 101, and 107

Reg. No. 3,450,139

United States Patent and Trademark Office

Registered June 17, 2008

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

BELIEVELAND

BELIEVELAND LTD (OHIO LTD LIAB CO)
1223 WYNFORD COLONY
MARIETTA, GA 30064

FOR: CLOTHING, NAMELY, SWEATSHIRTS,
JERSEYS, T-SHIRTS, HATS, EAR WARMERS, JACK-
ETS, SLEEPWEAR, PANTS, SHORTS, AND INFANT
WEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-16-2007; IN COMMERCE 12-16-2007.

FOR: ENTERTAINMENT SERVICES, NAMELY,
PROVIDING SPORTS INFORMATION VIA GLOBAL
COMPUTER NETWORK AND A COMMERCIAL

ON-LINE SERVICE; SPECIAL EVENT PLANNING,
NAMELY, ORGANIZATION OF EVENTS FOR
FANS OF SPORTS TEAMS; AND FAN CLUBS, IN
CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-3-2007; IN COMMERCE 8-3-2007.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

SN 77-046,344, FILED 11-17-2006.

JENNIFER MARTIN, EXAMINING ATTORNEY



United States of America

United States Patent and Trademark Office

BELIEVELAND

Reg. No. 3,785,528

Registered May 4, 2010

Int. Cl.: 21

TRADEMARK

PRINCIPAL REGISTER

BELIEVELAND LTD. (OHIO LIMITED LIABILITY COMPANY)
1223 WYNFORD COLONY
MARIETTA, GA 30064

FOR: CUPS; MUGS; COFFEE MUGS; TRAVEL MUGS; BOTTLES SOLD EMPTY; SPORTS BOTTLES SOLD EMPTY; BEVERAGE GLASSWARE, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 8-19-2008; IN COMMERCE 8-19-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,450,139.

SN 77-522,500, FILED 7-15-2008.

JASON BLAIR, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

PLAINTIFF'S
EXHIBIT

1

United States of America

United States Patent and Trademark Office

BELIEVELAND

Reg. No. 3,785,529

Registered May 4, 2010

Int. Cl.: 20

TRADEMARK

PRINCIPAL REGISTER

BELIEVELAND, LTD (OHIO LIMITED LIABILITY COMPANY)
1223 WYNFORD COLONY
MARIETTA, GA 30064

FOR: PLASTIC SIGNBOARDS; WINDOW CLINGS, NAMELY, VINYL APPLIQUÉS FOR ATTACHMENT TO WINDOWS; PLASTIC KEY CHAINS; PLASTIC PENNANTS; PLASTIC BANNERS; PLASTIC HOLIDAY ORNAMENTS, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 1-5-2008; IN COMMERCE 1-5-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,450,139.

SN 77-522,529, FILED 7-15-2008.

JASON BLAIR, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

